



Welcome to the first edition of the Town of Jupiter Business Journal. This publication is meant to provide information to local businesses, or potential business owners, and to further connect businesses within the Town with the Business Community Liaison.

If you haven't heard, the Business Community Liaison (BCL) was started in 2022 as a Town effort to aide Jupiter businesses in navigating Town processes and regulations in order to help the local business community address needs related to projects and issues that require Town support and processing. The BCL can be contacted by emailing business@jupiter.fl.us or by calling 561-741-2669.

The Town of Jupiter Business Journal will be produced on a quarterly basis and will provide helpful tips as well as examples of how the BCL has helped local businesses. If you have a suggestion on topics that you would like to see covered in this newsletter, please reach out to the Town via the contact information listed above.

Call the BCL Before Signing a New Rental Contract

Found the perfect location to open your new business or relocate an existing business? Before signing any contracts or lease agreements, your first call should be to the Town's Business Community Liaison, Roger Held, at 561-741-2669.

Roger can help you ask the right questions to ensure your business can meet Town requirements related to use regulations, zoning, and occupancy prior to signing a contract or agreement. Having a firm understanding of the process upfront will put your enterprise on a sound footing and help you avoid issues as you establish your business.

Business Community Liaison Helps New Business Open Its Doors

As The Golf Cave, a new indoor golf practice club located at 661 Maplewood Drive, Suite 25, neared its grand opening last summer, owners Frank Drago and Heidi Zazza faced questions concerning parking and land use requirements for their new site. Frank reached out to Roger Held, the Town's Business Community Liaison, who was able to answer questions and put Frank in touch with a member of the Town's Planning and Zoning Department. The BCL's assistance led to a seamless permitting process, which helped the business meet its August 20 Grand Opening date.



Social Media Tip

The Benefits of a Free Linktree Account

Many social media accounts, particularly Instagram, only allow you to include one link in the bio information. For businesses who wish to advertise products, their company website and other information, this can cause a problem. The solution is easy, create a Linktree. A Linktree can be placed in your Instagram bio and leads to a landing page containing multiple links to content relevant to your business, such as your website, a video, or even a discount link. For instance, you might want to highlight a specific product on your website, link to your Facebook page and include the link to your homepage. Instead of choosing only one of these links for your Instagram bio, you can place all three into Linktree and use this to increase your marketing reach. The links included in your Linktree account can also be updated as needed.

Here is how to get started:

1. Go to linktree.com and select "Sign Up Free"
2. Launch the Instagram app on your phone and tap Edit Profile.
3. Next to Website, enter your Linktree link and then tap Done.

Cybersecurity Tip

Train Employees in Security Principles

Technology and the internet are powerful factors in small businesses, allowing the business owner to reach new markets while increasing productivity and efficiency. However, in today's world, it's important to follow good cybersecurity protocols to keep you, your business and your customers information safe from threats.

- Establish basic security practices and policies for employees.
- Require strong and unique passwords for each employee that accesses your network.
- Establish appropriate internet use guidelines.
- And remember to be leery of attachments or links from unknown sources.